

WHAT IS CLAIMED IS:

- 1 1. An e-commerce catalog capable of offering a plurality of products for
2 a vendor to prospective customers, comprising:
 - 3 a master targeted product set of selected products that is not to be available to
4 non-targeted customers; and
 - 5 a targeted product set for a targeted customer.
- 1 2. The catalog of claim 1 wherein said catalog further comprises:
2 a non-targeted product set available to targeted customers.
- 1 3. The catalog of claim 2 wherein said non-targeted product set is
2 available to public customers.
- 1 4. The catalog of claim 3 wherein said catalog presents views of products
2 from targeted product sets to respective targeted customers.
- 1 5. The catalog of claim 4 wherein said catalog presents a view of
2 products from non-targeted product sets to targeted customers.
- 1 6. The catalog of claim 5 wherein said catalog presents a view of
2 products from non-targeted product sets to public customers.
- 1 7. The catalog of claim 1 wherein said master targeted product set is
2 determined in accordance with terms and conditions of trading agreements between
3 said vendor and said targeted customers.
- 1 8. The catalog of claim 7 wherein each said targeted product set is
2 determined in accordance with the terms and conditions of a trading agreement
3 between said vendor and a respective targeted customer.

1 9. A method of providing an e-commerce catalog capable of offering a
2 plurality of products for a vendor to prospective customers, comprising the steps of:

3 providing for said catalog a master targeted product set of selected products
4 that is not to be available to non-targeted customers; and

5 providing for said catalog a targeted product set for a targeted customer.

1 10. The method of providing an e-commerce catalog of claim 13 further
2 providing for said catalog a non-targeted product set available to targeted customers.

1 11. The method of providing an e-commerce catalog of claim 10 wherein
2 said non-targeted product set is made available to public customers.

1 12. A computer program product for implementing an e-commerce
2 catalog, capable of offering a plurality of products for a vendor to prospective
3 customers said computer program product comprising a computer usable medium
4 having computer readable program code means embodied in said medium, and
5 comprising computer readable program code means for providing:

6 a master targeted product set of selected products that is not to be available to
7 non-targeted customers; and
8 a targeted product set for a respective targeted customer.

1 13. The computer program product for implementing an e-commerce
2 catalog of claim 12 wherein said catalog further comprises computer readable
3 program code for providing a non-targeted product set available to targeted
4 customers.

1 14. The computer program product for implementing an e-commerce
2 catalog of claim 13 wherein said non-targeted product set is available to public
3 customers.

1 15. The computer program product for implementing an e-commerce
2 catalog of claim 14 wherein said catalog presents views of products from targeted
3 product sets to respective targeted customers.

1 16. The computer program product for implementing an e-commerce
2 catalog of claim 13 wherein said catalog presents views of products from targeted
3 product sets and non-targeted product sets.

1 17. The computer program product for implementing an e-commerce
2 catalog of claim 12 wherein said master targeted product set is determined in
3 accordance with terms and conditions of trading agreements between said vendor and
4 said targeted customers.

1 18. The computer program product for implementing an e-commerce
2 catalog of claim 17 wherein each said targeted product set is determined in
3 accordance with the terms and conditions of a trading agreement between said vendor
4 and a respective targeted customer.

1 19. The computer program product for implementing an e-commerce
2 catalog of claim 18 wherein catalog pricing of products from said master targeted
3 product set is determined in accordance with terms and conditions of trading
4 agreements between said vendor and said targeted customers.

1 20. The computer program product for implementing an e-commerce
2 catalog of claim 18 wherein catalog pricing of products from said targeted product
3 sets is determined in accordance with terms and conditions of trading agreements
4 between said vendor and respective targeted customers.